

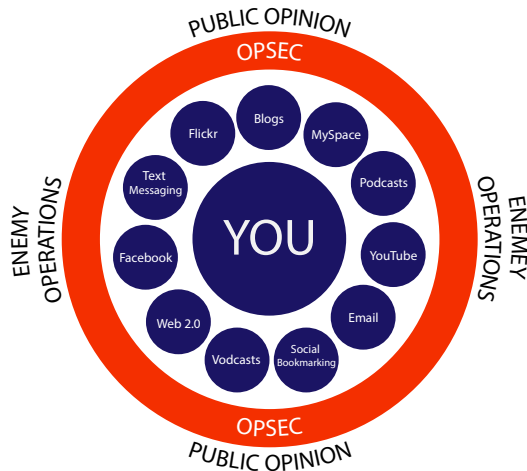
All Airmen are Communicators

Traditional journalism has shifted and now uses the Internet as a primary resource for information. Air Force Public Affairs must be proactive, ensuring that the online representation of the Air Force is both honest and accurate. Air Force leaders realize the broad reach and influence - both positive and negative - these forms of communication have on Airmen and society, as well as the importance of maintaining a presence in the information domain.

Traditionally, communication with the media has been the responsibility of Public Affairs, **but today all Airmen are communicators.** All Airmen are encouraged to use social media to communicate about topics within their area of expertise. New media gives Airmen the opportunity to inform the media, the public, and each other.

Your Role: Reflect & Protect

Think before you communicate. All communication channels provide an opportunity for you to Reflect the Professionalism of our Organization and Protect the Security of our Mission and People



"Information is an instrument of national power and has complex components with no single center of control. Information itself is a strategic resource vital to national security and allows communicators to shape the information battlefield."

-Joint Doctrine

Resources

- National Operations Security Program -- OPSEC and Social Networking Sites Safety Check list
- The DOD's Social Media Hub
- U.S. Strategic Command's Social Network Training site
- AFI 35-113, Internal Information, Chapter 15: Social Media
- Air Force Instruction 33-129, Section 2, Use of Internet Resources by Government Employees
- AFI 35-107, Public Web Communications
- Joint Ethics Regulation 2-301, Use of Federal Government Resources
- AFI 35-109, Visual Information

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Public Affairs Guide

for all Airmen



Home Station, TDY & Deployed

- Talking to the News
- Using Social Media
- Taking Photographs
- Capturing Videos

182nd Airlift Wing
Illinois Air National Guard



Every Airman Tells a Story

Without the support of the American public, our Air Force could not accomplish its mission. Commanders and career field experts should make every effort to keep the public informed. Every Airman is a spokesman. Radio, television, and newspaper interviews, should be viewed as opportunities to tell the Air Force story. Public Affairs professionals will help you prepare for an interview that reflects your professionalism, knowledge and enthusiasm. Use the following tips to positively convey the Air Force message to the American public through the media. Remember that you represent the Air Force, the Air National Guard and the 182nd Airlift Wing.

Interviewing Tips

- Establish ground rules before you start.
- Pause, breathe, and think before answering.
- Avoid technical jargon.
- You are ALWAYS “on the record.”
- Keep answers short and precise.
- Don’t repeat reporter errors—just correct them.
- Don’t answer hypothetical questions.
- Never say, “No comment.”
- Keep your cool under “verbal fire.”
- Stop talking after answering the question.
- It is okay to say, “I don’t know.”
- Be professional — you are the expert.
- Have talking points ready.
- Rehearse!

Social Media

Think Before You Post

Anytime you engage in social media, you represent the Air National Guard therefore you should not do anything that would bring discredit upon yourself or the Department of Defense. As Airmen we are on duty 24-hours a day, 365 days a year. Remember that all actions are subject to UCMJ.



Remember your core values.

- Classified Information: Do not post classified or sensitive information, such as troop movements, force size, weapons details, VIP visits, etc. Do not discuss specifics regarding future training or drill weekends. If in doubt, ask the Public Affairs Office or the OPSEC Manager. Be cautious of how information will be interpreted by the public. **If it will violate security guidelines, do not post it.**
- Don’t lie. Credibility is critical and without it no one cares what you have to say.
- Be aware of the image you present.
- Use your best judgment: You have sole responsibility for what you choose to write and post
- Remember: The enemy is engaged in cyberspace. Adversaries can search social media, so it is strongly recommended that you set your privacy settings to “Private” so that only your friends can see your profile.



Photography & Video

Think Before You Shoot

Visual information materials generated or acquired by Air Force members, employees, or contractors in conducting official duties are the property of the United States Air Force and therefore must comply with DoD visual information standards. This includes materials acquired through the use of personally-owned equipment.

Before you take a photo or shoot a video ask:

- Does the subject meet dress and appearance standards? If not, don’t shoot.
- Is the subject complying with safety standards? If not don’t shoot, and respectfully remind the subject to wear their eye or hearing protection, etc.
- Is their ID or AF 1199 visible? If so, don’t shoot, and have the subject remove the ID for the photo.
- **Could this photo/video bring discredit to the member or the Air Force?** Don’t shoot! Remember the Abu Ghraib photo scandal?
- You may not sell official Air Force imagery.
- You should think carefully before posting photos and video to social media sites.
- Do not attach flash media to DoD-networked computers.
- Is your photo newsworthy? Contact Public Affairs for guidance.
- Contact the Public Affairs office for clearance prior to taking pictures on a military installation.